



Social media for international students

It's not all about Facebook

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Social Media for International Students

Its not all about Facebook

Dr Grace Saw

Australian Facts & Figures

- Land area 7.7 million square kilometres (3 million square miles)
- Population 23 million
- Queensland 3.2 million
- Brisbane 2 million
- Gold Coast .5 million

Gold Coast





Law Library

Multimedia Learning Centre

Main Library



Bond University

- 1st private independent not-for-profit University, 1989
- Current enrolment - 4,400
- 68% domestic students, 32% international students
- 4 Faculties



International students in Australian universities



- 335,000 international students in 2010
- 28% in Australian universities
- International student numbers have declined
- Pressure to improve support and enhance international students' experience

Libraries supporting international students



- Build awareness and knowledge of resources and services
- Develop information skills
- Provide a central, friendly, technology enabled learning hub
- Engage and support

Researching the role of social media

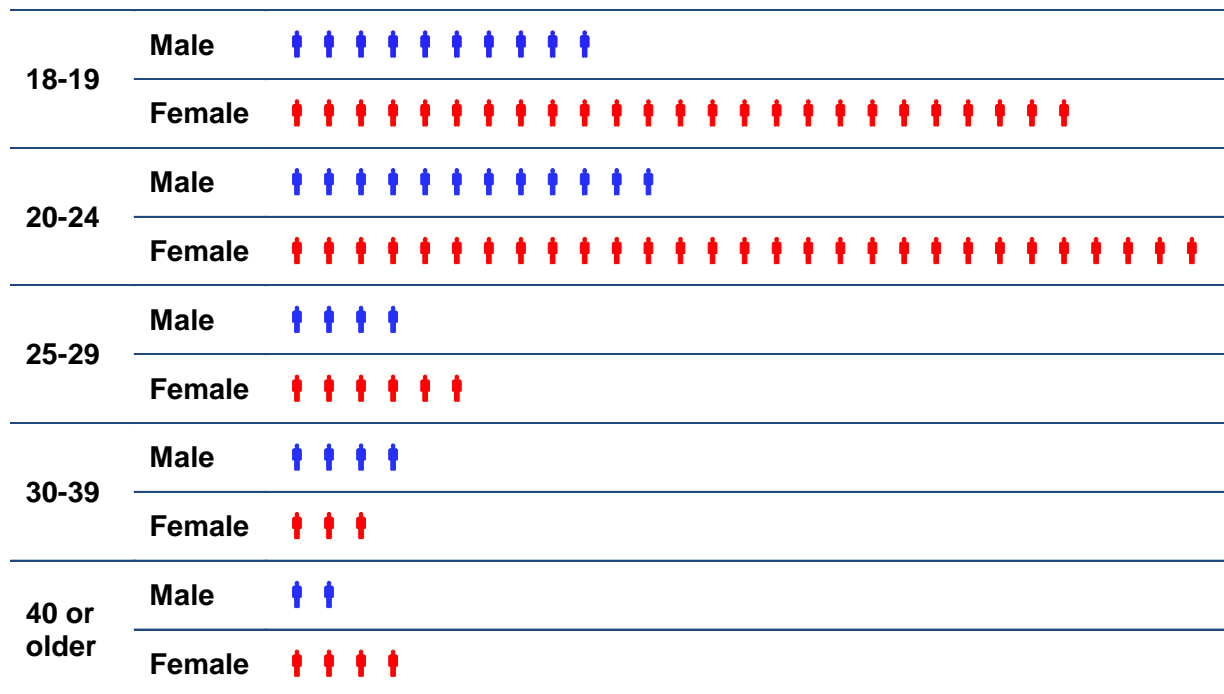
- What social networking sites do international students prefer?
- How can this information be leveraged?





Bond University research cohort

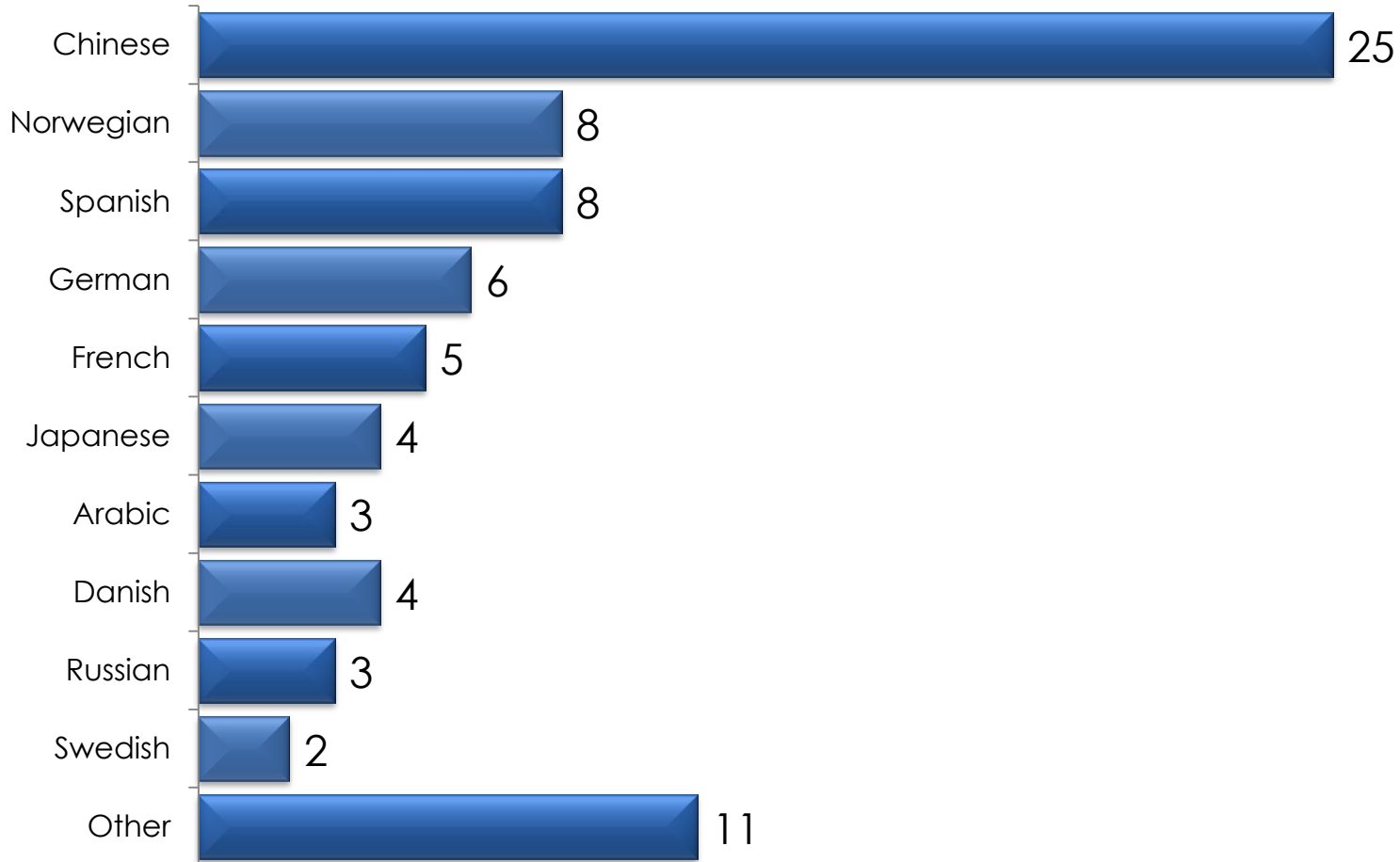
- 575 student survey responses
 - 397 domestic (69%)
 - 178 international (31%)





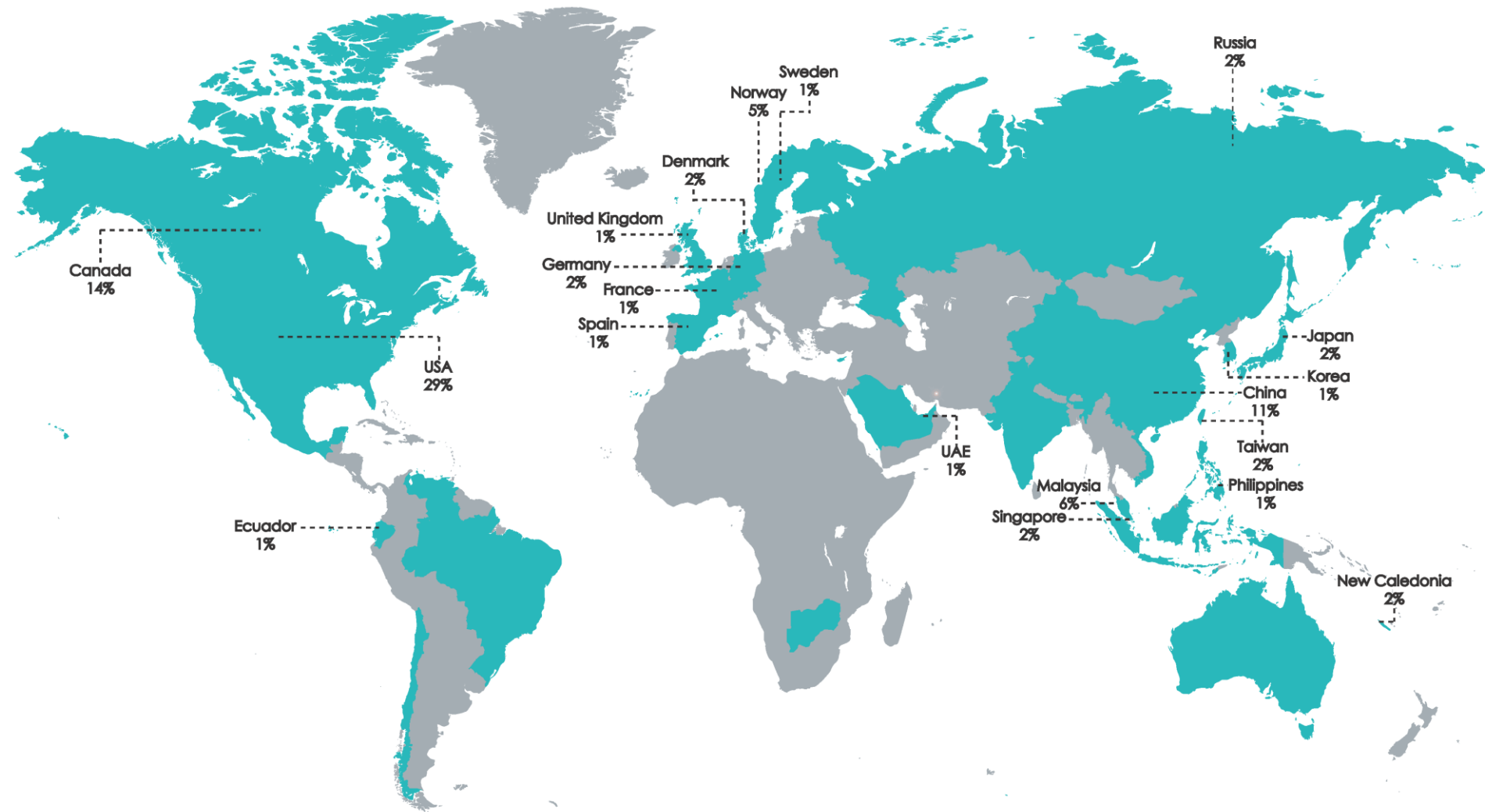
First Language other than English

No. of Students



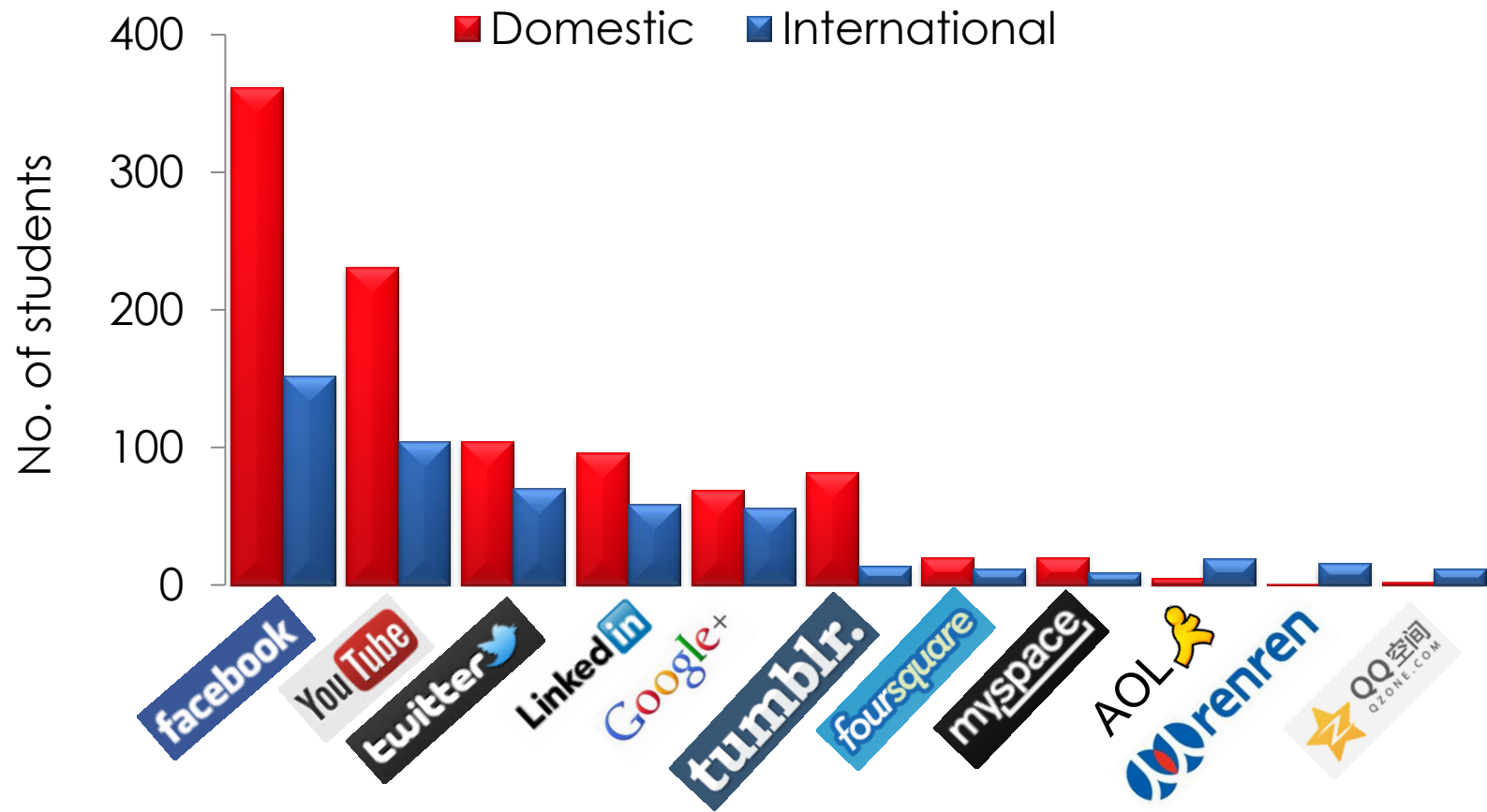


Home Countries of International Students



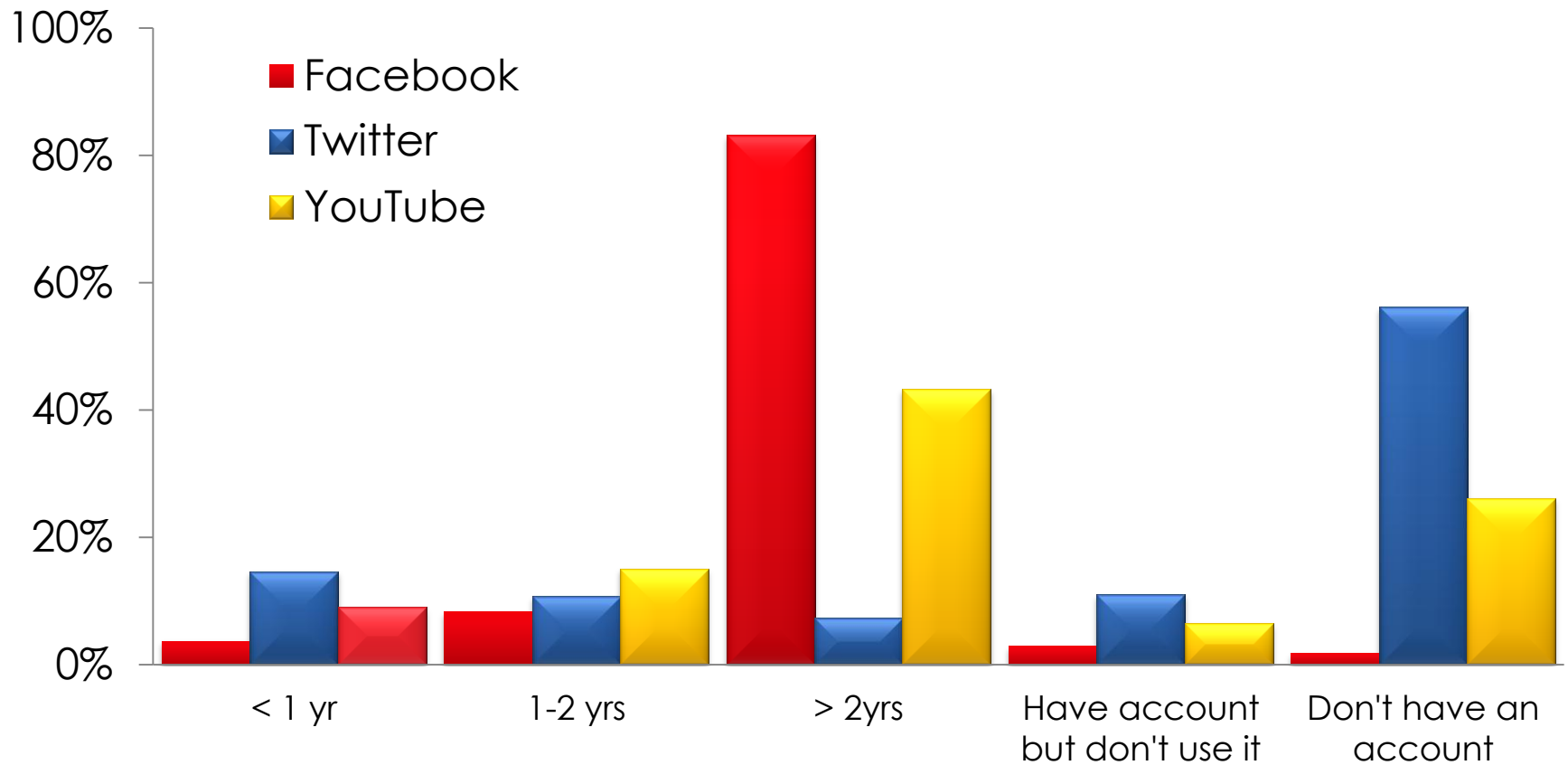


Social Media Usage

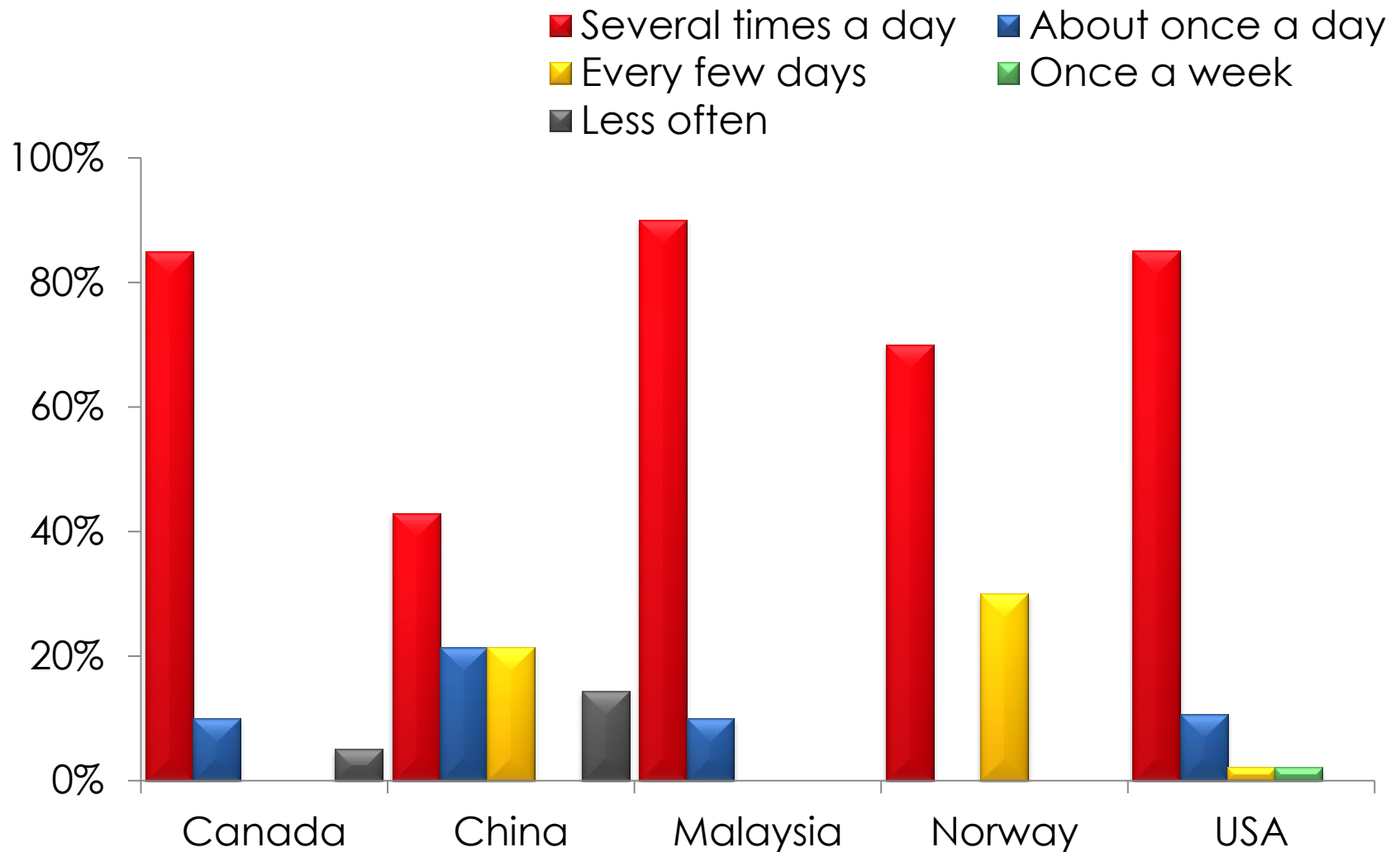




Length of Usage

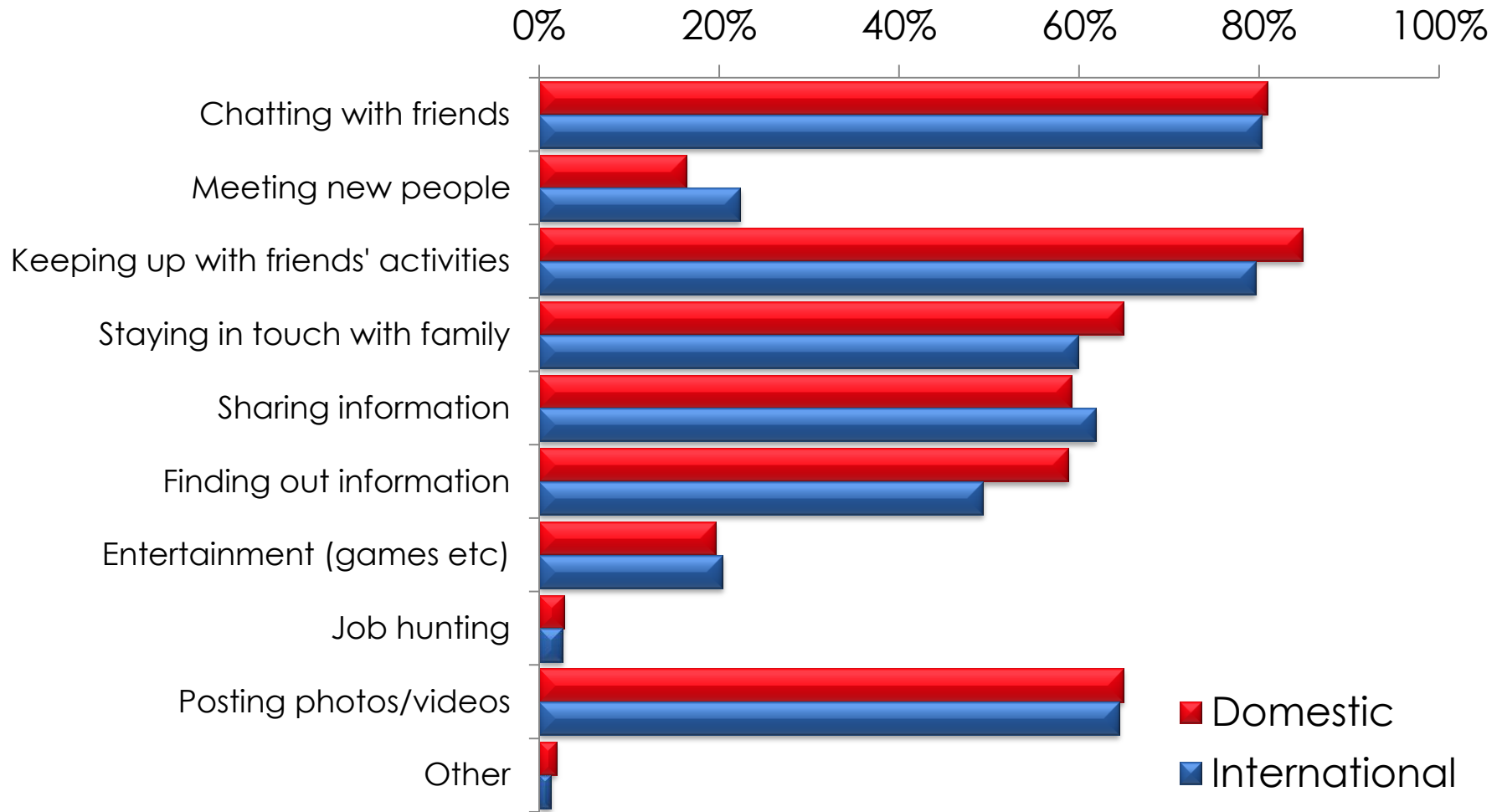


Frequency of Usage Facebook

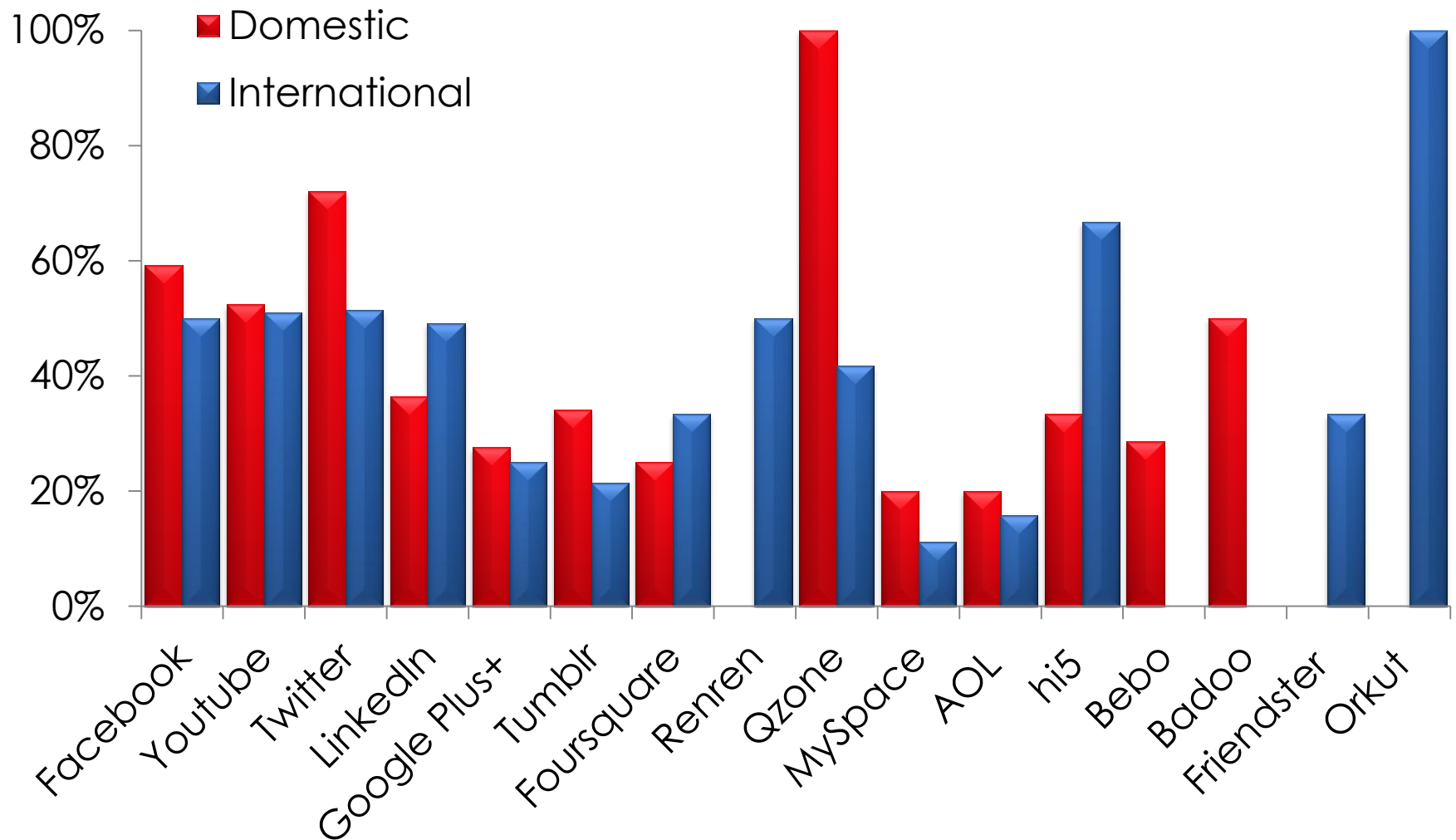




Reasons for Using Facebook

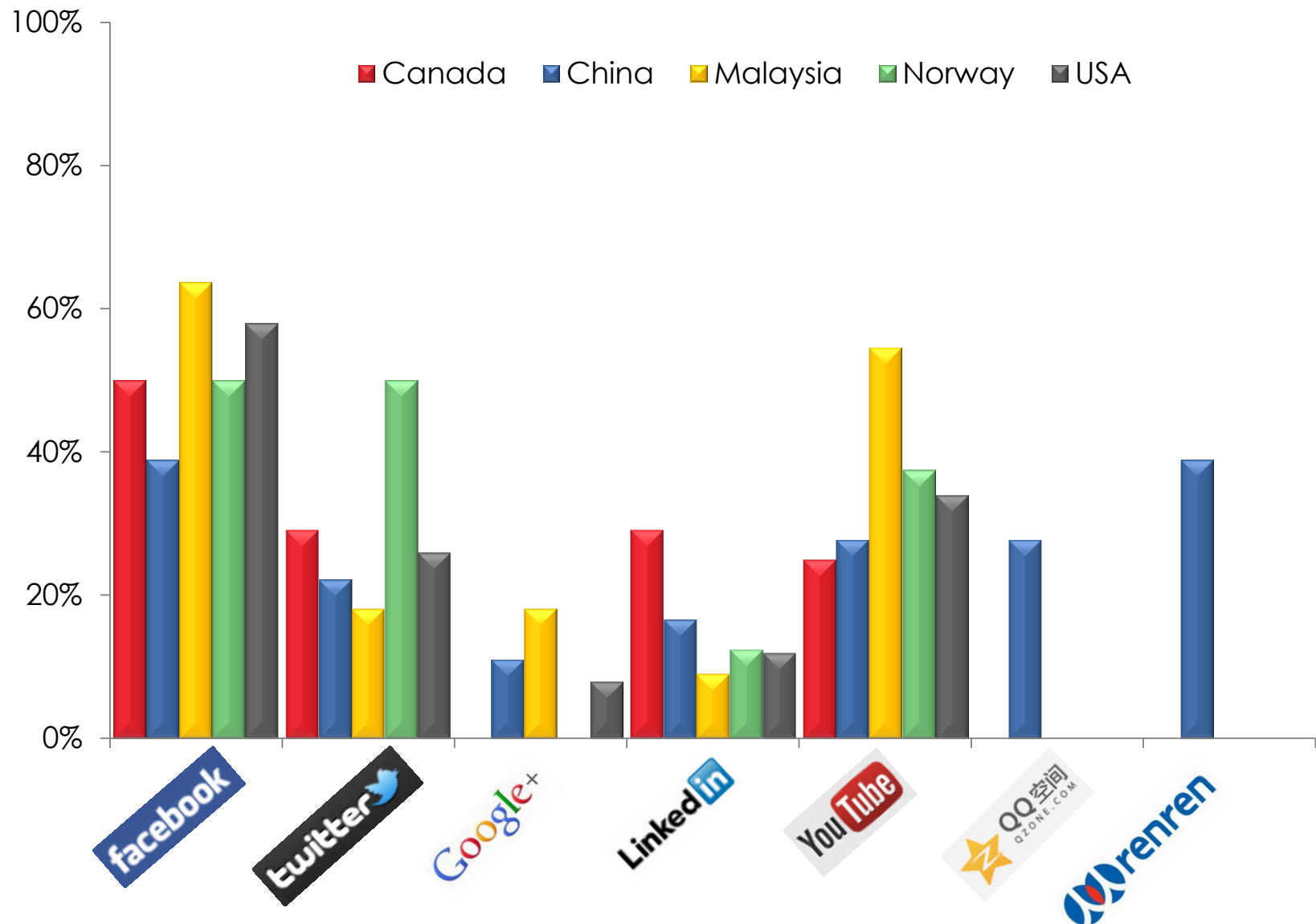


It's not just about Facebook for finding information





Usage by country: Finding information

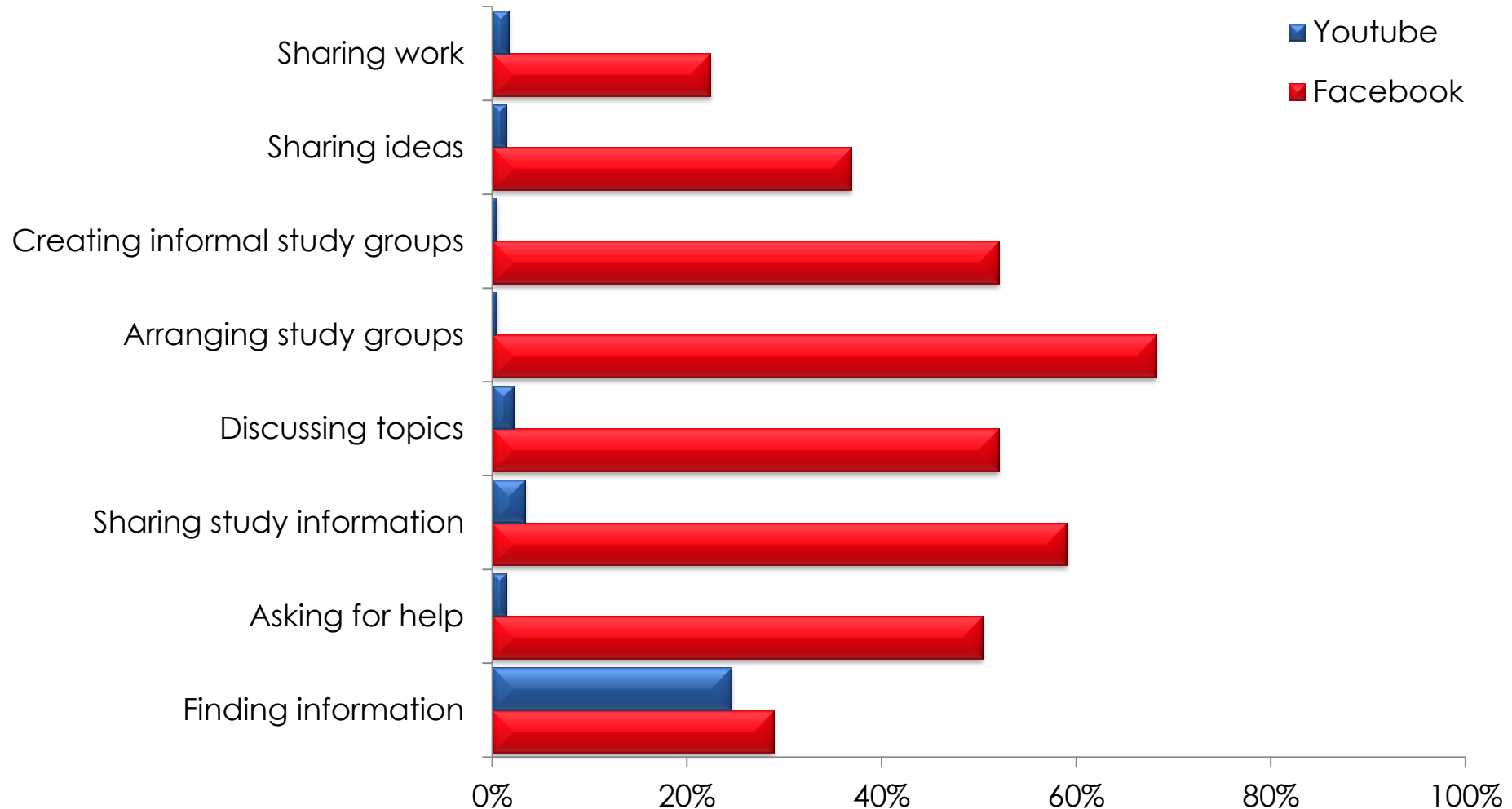


Reasons for favourites



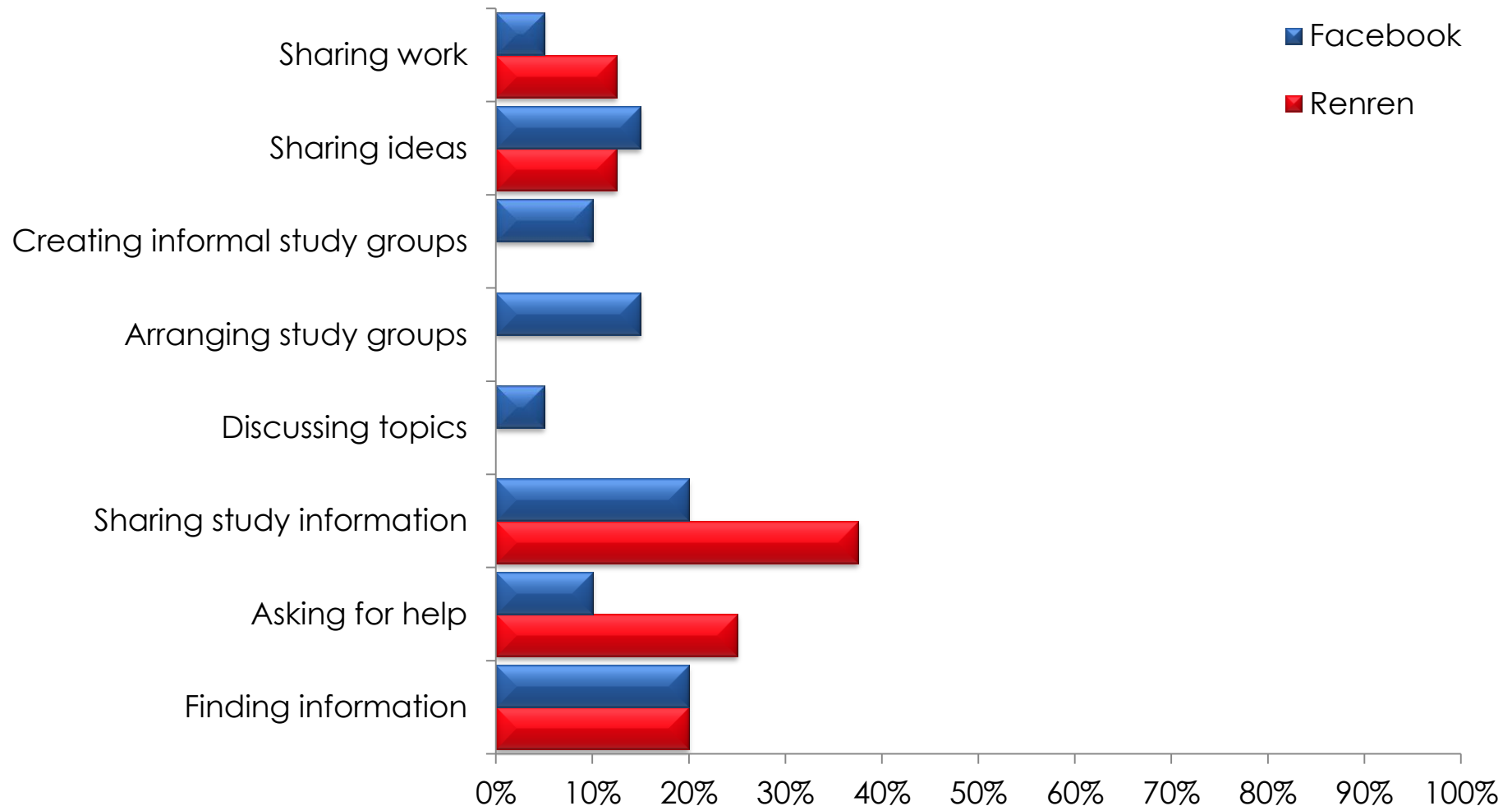


Educational usage: all students



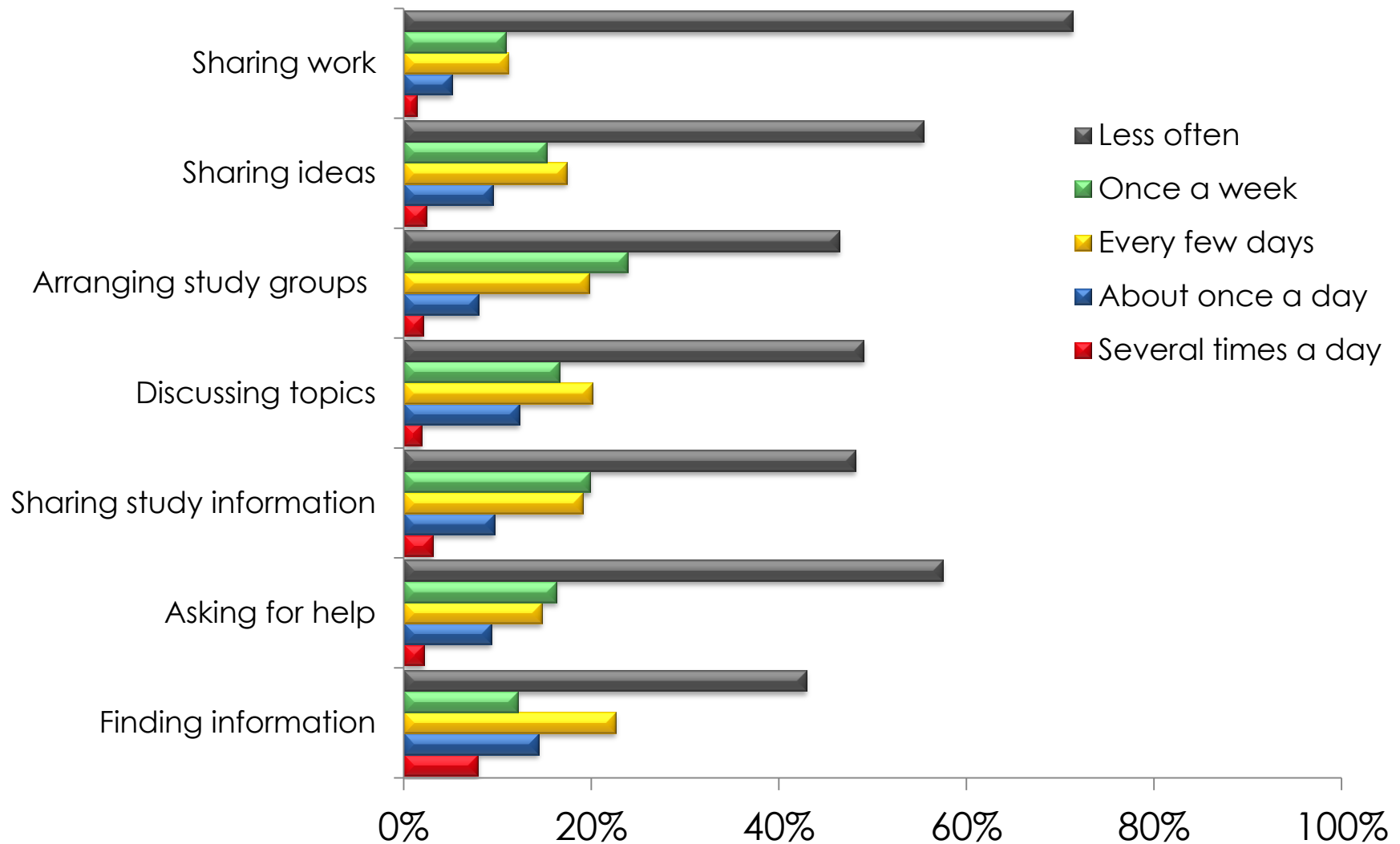


Students from China





Frequency for educational usage





Social media preferences



Facebook is the social medium of choice for both domestic and international students



YouTube is also frequently used for educational purposes to find information



Twitter is still developing its cachet in the tertiary education environment

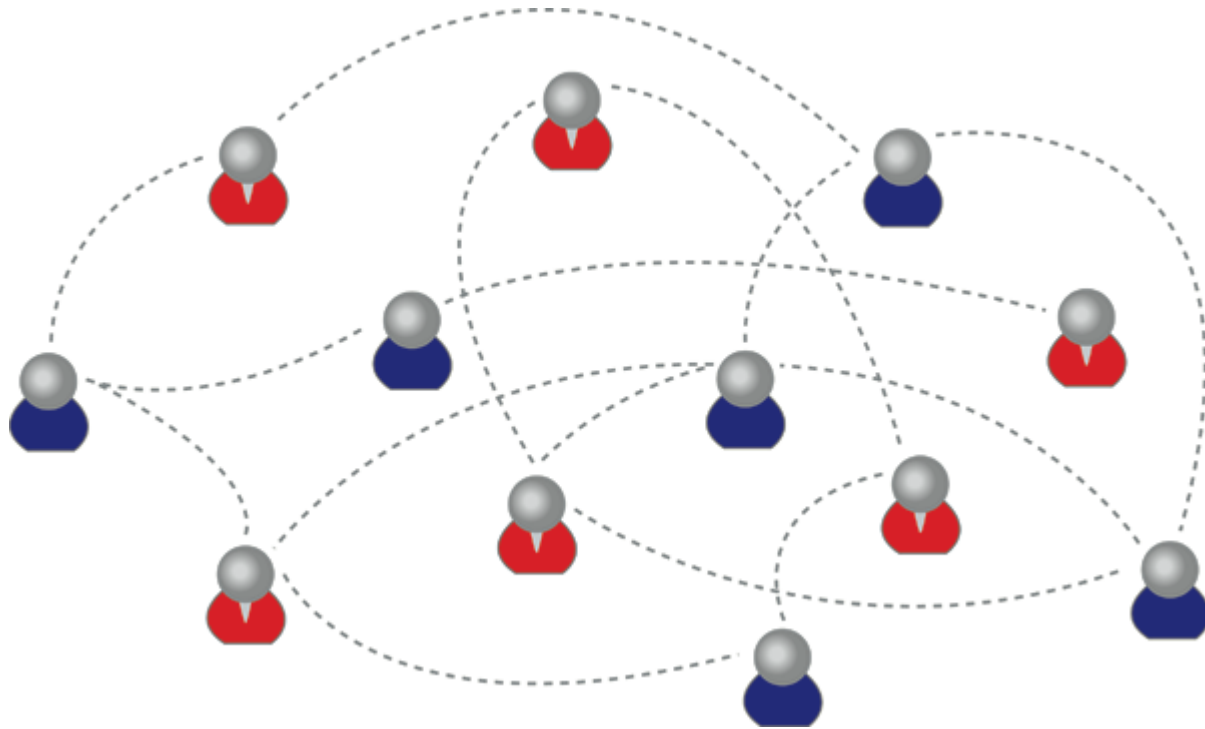
Its not all about Facebook!

Libraries need to ...

- Inspire discussion
- Interact and participate in a more personal way
- Facilitate cross-program collaboration
- Use YouTube to teach skills and concepts



“The Library of the future will be a platform for participation and collaboration, with users increasingly sharing information among themselves as well as drawing on the Library’s resources” Leadbeater (2010)



Q & A





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